

Message Text

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43

ORIGIN COME-00

INFO OCT-01 ARA-16 ADP-00 EB-11 USIA-15 RSC-01 /044 R

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DRAFTED BY: TMARTIN/NF/COMM/DIBA/OIM/212

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USIA/IOP-C/JNOVICK (IN DRAFT)

ARA/ECP:ECOHEN

ARA/BR:JSLATTERY

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R 291601Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

INFO AMCONSUL BELEM

AMCONSUL PORTO ALEGRE

AMCONSUL RECIFE

AMCONSUL SALVADOR

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E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: USIA-COMMERCE/BIC COOPERATION

REF: 163747

BRASILIA FOR PAO/RIO DE JANEIRO FOR COML COUNS

1. THE REFERENCE CABLE DESCRIBED THE NEWLY-FORMED
SPECIAL WORKING GROUP FOR THE PROMOTION OF U.S. EXPORTS
TO BRAZIL. AN INCREASE OF EVEN ONE-HALF-OF-ONE PERCENT
IN OUR EXPORTS TO SELECTED, LARGE MARKETS SUCH AS BRAZIL
CAN HAVE A RAPID AND VERY POSITIVE EFFECT ON OUR BALANCE-
OF-PAYMENTS DEFICIT. THIS FACT HAS LED US TO UNDERTAKE
PREPARATION OF A SPECIAL MARKETING PLAN EMPLOYING THE
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COLLECTIVE MEANS OF STATE, COMMERCE AND USIA, AS WELL AS

THE RESOURCES AVAILABLE TO THE POSTS.

2. THE WORKING GROUP HAS ONLY BEGUN ITS OVERVIEW OF THIS APPROACH TO BRAZIL AND WILL BE CONFERRING WITH DIFFERENT EMBASSY ELEMENTS AS TIME GOES BY. HOWEVER, WE NOW REQUEST YOUR ADVICE AND SUGGESTIONS ON THE FOLLOWING TWO OPPORTUNITIES:(A) COMPUTER SERVICES TRADE MISSION/ SEMINAR (OCTOBER 1973)-WHAT SPECIFIC SUPPORT FROM USIA WASHINGTON IS NEEDED TO INSURE MAXIMUM IMPACT AND EFFECTIVENESS OF THIS MISSION? COULD SPECIAL VTRS, PRODUCED BY USIA AT POST REQUEST BE USED AS ADVANCE OR SUPPORTING MATERIAL FOR HIGHLY TARGETED ACADEMIC OR BUYING AUDIENCES, AS ONE EXAMPLE? ADVANCE PRESS MATERIAL FROM USIA IS ANOTHER POSSIBLE DEVICE. (B) AMERICAN TEXTILE MACHINERY INTERNATIONAL EXHIBITION IN GREENVILLE, SOUTH CAROLINA (OCTOBER 1973)-- WHAT SPECIFIC SUPPORT CAN WASHINGTON GIVE TO SUPPORT THE IMPRESSIVE EFFORTS THE POSTS ARE ALREADY MAKING TO PROMOTE TARGETED ATTENDANCE AT THE EXHIBIT? MIGHT SPECIAL FILMS AND/ OR GENERAL TOURIST PROMOTION MATERIALS INDUCE FURTHER ATTENDANCE?

3. TO THE BEST OF OUR ABILITY YOUR SUGGESTIONS WILL BE ACTED UPON, AND USED AS A MODEL FOR THE WORK OF THIS AND OTHER WORKING GROUPS. IMAGINATIVE APPROACHES ARE SOUGHT FROM ALL POST ELEMENTS.

ROGERS

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